

### REMARKS

Claims 80-89 and 109-135 are pending in this application, with claims 109, 116 and 129 being independent. Misnumbered claims 111-115 have been properly renumbered as claims 112-116, respectively. Claims 109 and 116 have been amended to correct a grammatical error. Claims 114 and 115 have been amended to correct their dependency in view of the renumbering of the misnumbered claims. New claims 117-135 have been added. No new matter has been introduced.

The Examiner has objected to claims 111-115 as being improperly numbered due to a labeling of two claims with the same numeral 111. Per the Examiner's suggestion, applicants have renumbered claims 111-115 as claims 112-116, respectively.

Independent claims 109 and 116, and their dependent claims, have been rejected as being unpatentable over Himmel (U.S. Patent No. 6,480,852) in view of Lotvin (U.S. Patent No. 5,907,831). Applicants request reconsideration and withdrawal of this rejection for at least the reasons set forth below.

Independent claim 109 recites a method of tailoring a user interface favorites menu for a user. The method includes establishing a master screen name for a parent or guardian, the master screen name being associated with a network service provider account, and logging the parent or guardian into the network service provider account under the master screen name. The method further includes receiving, from the parent or guardian and while the parent or guardian is logged into the network service provider account under the master screen name: a first subordinate screen name for a first child of the parent or guardian, the first subordinate screen name being associated with the same network service provider account as the master screen name; instructions to associate the first subordinate screen name with a first demographic grouping from among a list of demographic groupings; a second subordinate screen name for a second child of the parent or guardian, the second subordinate screen name being associated with the same network service provider account as the master screen name and the first subordinate screen name; and instructions to associate the second subordinate screen name with a second demographic grouping from among the list of demographic groupings.

The method further includes associating the first subordinate screen name with the first demographic grouping. The first demographic grouping designates a first favorites menu related to first content and configured to enable access to the first content by the first subordinate screen name having the first demographic grouping. The method also includes associating the second subordinate screen name with the second demographic grouping. The second demographic grouping designates a second favorites menu related to second content and configured to enable access to the second content by the second subordinate screen name having the second demographic grouping, the second content being different from the first content.

The method further includes receiving, from the first child and at the network service provider account, the first subordinate screen name. In response to receiving the first subordinate screen name from the first child: accessing the first demographic grouping associated with the first subordinate screen name; based on the first demographic grouping associated with the first subordinate screen name, automatically selecting the first favorites menu from among a plurality of favorites menu that includes the first and second favorites menus; automatically making the selected first favorites menu perceivable to the first child, the selected first favorites menu containing a first plurality of links, each link selectable to access a particular content; and enabling the first child to manually add links to the first plurality of links or remove links from the first plurality of links in the selected first favorites menu, wherein subsequent perception of the selected first favorites menus reveals a menu of favorites that includes added links and excludes removed links.

The method further includes receiving, from the second child and at the network service provider account, the second subordinate screen name. In response to receiving the second subordinate screen name from the second child: accessing the second demographic grouping associated with the second subordinate screen name; based on the second demographic grouping associated with the second subordinate screen name, automatically selecting the second favorites menu from among the plurality of favorites menu; automatically making the selected second favorites menu perceivable to the second child, the selected second favorites menu containing a second plurality of links that is different from the first plurality of links; and enabling the second

child to manually add links to the second plurality of links or remove links from the second plurality of links in the selected second favorites menu, wherein subsequent perception of the selected second favorites menus reveals a menu of favorites that includes added links and excludes removed links.

Applicants respectfully request reconsideration and withdrawal of the rejection because neither Himmel, Lotvin, nor any proper combination of the two describes or suggests associating a first subordinate screen name with a first demographic grouping that designates a first favorites menu, and in response to receiving the first subordinate screen name from a first child, accessing the first demographic grouping associated with the first subordinate screen name and automatically selecting, based on the first demographic grouping, the first favorites menu from among a plurality of favorites menus for presentation to the first child. The Examiner asserts that Himmel discloses this feature in that Himmel describes a parent assigning a rating to a bookmark based on a demographic grouping such that a password is required to be entered by a user to perceive the bookmark or to access content associated with the bookmark (e.g., an "adult" rated bookmark requires that the user input an "adult" password to access the bookmark or content associated with the bookmark). While Himmel may arguably associate a password with a demographic grouping, applicants submit that Himmel does not describe or suggest associating a screen name with a demographic grouping. Himmel's password is not a screen name and cannot be properly equated with a screen name. Specifically, Himmel's password does not identify an individual user, as does a screen *name* of a user. Rather, Himmel's password is merely a code inputted to obtain access to a resource, in this case to obtain access to a bookmark or to content associated with a bookmark.<sup>1</sup> In Himmel, submission of a password results in an assumption that the user is authorized to access the bookmark or to access electronic content

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<sup>1</sup> Webopedia definition: (n.) A secret series of characters that enables a user to access a file, computer, or program. On multi-user systems, each user must enter his or her password before the computer will respond to commands. The password helps ensure that unauthorized users do not access the computer. In addition, data files and programs may require a password.

Ideally, the password should be something that nobody could guess. In practice, most people choose a password that is easy to remember, such as their name or their initials. This is one reason it is relatively easy to break into most computer systems.

<http://www.webopedia.com/TERM/p/password.html>

associated with the bookmark. Himmel, however, does not describe or suggest that the password submitted by the user is a screen *name* of a user that identifies the individual user. In fact, Himmel's presentation of bookmarks or content associated with bookmarks is entirely dependent on a user being able to input a password associated with a bookmark rating (e.g., an "adult" password), and is NOT dependent on the actual user identity or screen name of the user that inputted the password. Accordingly, Himmel does not describe or suggest associating a first subordinate screen name with a first demographic grouping that designates a first favorites menu, and, therefore, necessarily does not describe or suggest accessing the first demographic grouping associated with the first subordinate screen name in response to receiving the first subordinate screen name from a first child and automatically selecting, based on the first demographic grouping, the first favorites menu from among a plurality of favorites menus for presentation to the first child. Lotvin, which is relied upon by the Examiner solely for teaching a master screen name for a parent, does not remedy this deficiency.

For at least these reasons, applicants request reconsideration and withdrawal of the rejections of claim 109 and its dependent claims.

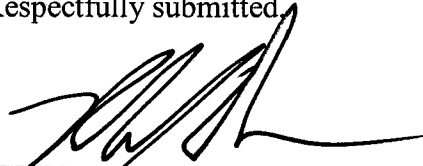
Claim 116 recites a computer implemented system for tailoring a user interface favorites menu for a user. The system includes means for performing the method described by claim 109. Accordingly, for at least the same reasons described above, Applicants request reconsideration and withdrawal of the rejection of claim 116.

***Conclusion***

It is believed that all of the pending issues have been addressed. However, the absence of a reply to a specific rejection, issue or comment does not signify agreement with or concession of that rejection, issue or comment. In addition, because the arguments made above may not be exhaustive, there may be reasons for patentability of any or all pending claims (or other claims) that have not been expressed. Finally, nothing in this reply should be construed as an intent to concede any issue with regard to any claim, except as specifically stated in this reply, and the amendment of any claim does not necessarily signify concession of unpatentability of the claim prior to its amendment.

Please apply any other charges or credits to deposit account 06-1050.

Respectfully submitted,



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